

Message Text

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PAGE 01 DHAHRA 00067 191214Z

ACTION COME-00

INFO OCT-01 NEA-10 ISO-00 EB-07 /018 W

-----191513Z 095344 /44

R 190935Z JAN 77

FM AMCONSUL DHAHRAN

TO SECSTATE WASHDC 0000

INFO AMEMBASSY JIDDA

AMEMBASSY DAMASCUS

AMEMBASSY KUWAIT

UNCLAS DHAHRAN 0067

E.O. 11652: N/A

TAGS: BEXP, XF

SUBJECT: PROCESS CONTROLS TECHNICAL SALES SEMINAR - OCT 1977

REF: (A) 76 STATE 274155 (B) JIDDA 0360 (C) STATE 010407

1. POST SECONDS RECOMMENDATIONS AND MARKET COMMENTS CONTAINED IN REF EMBTEL. WHEN SUBJECT TRADE PROMOTION EVENT WAS PROPOSED, MARKET APPEARED MUCH CLOSER TO BLOOMING BY LATE 1977 THAN IN FACTI WILL BE CASE. STRETCHOUT OF MAMOUTH GAS GATHERING PROJECT TO 1981 MEANS THAT MARKET FOR PROCESS CONTROLS LIKELY TO FLOWER BEGINNING OF NEXT DECADE WHEN INDUSTRIAL PROJECTS AT JUBAIL ARE IN ADVANCED STAGE OF IMPLEMENTATION. RECRUITMENT OF FIRMS TO PARTICIPATE IN SALES SEMINAR SHOULD BE ON BASIS OF EDUCATING MARKET NOW AND REAPING SALES LATER ON AFTER NURTURING GOOD AGENT IN INTERVENING PERIOD. THOSE IN USDOC RECRUITING COMPANIES FOR SEMINAR SHOULD CONSIDER THAT SAUDI INDUSTRIAL SECTOR IS SMALL BUT GROWTH OVER NEXT DECADE PROJECTED TO BE RAPID. THUS VARIETY AND TYPES OF CONTROLS AVAILABLE SHOULD BE EMPHASIZED RATHER THAN AIMING FOR SPECIFIC INDUSTRY WHERE CURRENT INTEREST MAY BE CONFINED TO NARROW GROUP OF COMPANIES.

2. POST FURTHER RECOMMENDS THAT SALES SEMINAR BE KEPT IN 6-9 MEMBER RANGE AND RUN SEMINAR OFF IN ONE DAY. AS POST DISCOVERED WHEN IT UNCLASSIFIED

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PROGRAMMED PORT DEVELOPMENT SEMINAR IN OCTOBER, DIFFICULT TO HOLD AUDIENCE FOR SECOND HALF OF TWO-DAY SEMINAR AS MOST COMPANIES CANNOT SPARE MEN TO BE AWAY FROM OFFICE FOR TWO DAYS RUNNING. ALSO ESSENTIAL THAT EACH SPEAKER HAVE AT LEAST 50 COPIES OF EACH PAPER AVAILABLE TO PASS AMONG ATTENDEES WHO MAY HAVE DIFFICULTY WITH TECHNICAL TERMS IN ENGLISH.

3. POST DESIRES SEMINAR BE HELD IN DHAHRAN AROUND OCTOBER 15 AS PROPOSED IN REF EMBTEL. IT WILL BE DIFFICULT TO DRAW MARKET'S ATTENTION TO SEMINAR IF TIMING OF SEMINAR SCHEDULED NEARER END OF RAMADAN. POST REQUIRES MINIMUM OF THREE WEEKS AFTER END OF RAMADAN TO MAKE BLUE-RIBBON CALLS AND INSURE MAILINGS AND INVITATIONS REACH LOCAL COMPANIES IN ADVANCE OF SEMINAR OPENING. POST WILL FIND IT AN IMPOSSIBLE TASK TO PROMOTE SEMINAR DURING RAMADAN AS MAILS ARE SLOW, MANY IMPORTANT BUSINESSMEN WILL BE OUT OF TOWN DURING RAMADAN, AND END OF RAMADAN FESTIVITIES USUALLY MEANS MOST BUSINESSMEN HAVE CROWDED SCHEDULE IMMEDIATELY AFTERWARDS AND WILL BE UNABLE TO ATTEND SEMINAR.
BUSHNELL

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Disposition Approved on Date:
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